

## ORDER



**Orders**  
**Order / Rev:** 849006  
**Alt Order #:** 08226506  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 4503  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 04/14/16 / 04/14/16  
**Order Type:** REG

**WLNS Lansing**

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/House Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	98	\$60,350.00	\$51,297.50
10/31/16	10/31/16	19	\$8,300.00	\$7,055.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	98	\$60,350.00	\$51,297.50	0.00
November 2016	19	\$8,300.00	\$7,055.00	0.00
<b>Totals</b>	<b>117</b>	<b>\$68,650.00</b>	<b>\$58,352.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington	K-WAS	Nat	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WLNS Lansing	39%	\$68,650.00
Market	100%	\$176,025.64

**Competitive Share**

	Share	Total
ABL	0%	\$0.00
CABLE	0%	\$0.00
ELAJ	1%	\$1,760.26
GLNS	0%	\$0.00
UNKWN	0%	\$0.00
WHTV	0%	\$0.00
WILX	41%	\$72,170.51
WKAR	0%	\$0.00
WLAJ	11%	\$19,362.82
WSYM	8%	\$14,082.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLNS	10/25/16	10/31/16	Let's Make a Deal	CM	958a-1058a	MTWTF--	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
Let's Make a Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--			4		\$250.00		0.00				
E 2	WLNS	10/25/16	10/31/16	LN M-F	CM	11p-1135p	11111--	:30	5	\$900.00	P1	0.00	NM	5	\$4,500.00
6 News at 11 M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: POL/House Majority PAC  
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WLNS Lansing

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WLNS	10/25/16	10/31/16	LN M-F 6 News at 11 M-F	CM	11p-1135p	11111--	:30	5	\$900.00	P1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$900.00			0.00			
E 3	WLNS	10/25/16	10/31/16	The Late Show Late Show/Stephen Colbert	CM	Late Show/Stephe	MTWTF--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		3			\$250.00			0.00			
E 4	WLNS	10/25/16	10/31/16	Price is Right Price is Right	CM	1058a-12p	11111--	:30	5	\$400.00	P1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$400.00			0.00			
E 5	WLNS	10/25/16	10/31/16	M-F Soap ROS m-F Soap ROS	CM	1230p-2p	11111--	:30	5	\$350.00	P2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$350.00			0.00			
E 6	WLNS	10/25/16	10/31/16	6 News at Noon 6 News at Noon	CM	12p-1228p	11111--	:30	5	\$550.00	P1	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$550.00			0.00			
E 7	WLNS	10/25/16	10/31/16	The Talk The Talk	CM	2p-3p	11111--	:30	5	\$250.00	P2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$250.00			0.00			
E 8	WLNS	10/25/16	10/31/16	M-F 3p-4p M-F 3p-4p	CM	3p-358p	11111--	:30	5	\$150.00	P2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$150.00			0.00			
E 9	WLNS	10/25/16	10/31/16	M-F 4p-5p M-F 4p-5p	CM	358p-458p	11111--	:30	5	\$300.00	P1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$300.00			0.00			
E 10	WLNS	10/25/16	10/31/16	6 News at 5p 6 News at 5p	CM	458p-529p	11122--	:30	7	\$500.00	P1	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11122--		7			\$500.00			0.00			
E 11	WLNS	10/25/16	10/31/16	6 News This Morning II 6 News This Morning II	CM	528a-558a	MTWTF--	:30	4	\$150.00	P2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		4			\$150.00			0.00			
E 12	WLNS	10/25/16	10/31/16	M-F 530p-6p M-F 530p-6p	CM	529p-558p	MTWTF--	:30	7	\$400.00	P1	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		7			\$400.00			0.00			
E 13	WLNS	10/25/16	10/31/16	6 News at 6p 6 News at 6p	CM	558p-630p	MTWTF--	:30	7	\$1,000.00	P1	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		7			\$1,000.00			0.00			
E 14	WLNS	10/25/16	10/31/16	6 News This Morning IV 6 News This Morning IV	CM	630a-7a	11111--	:30	5	\$400.00	P1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$400.00			0.00			
E 15	WLNS	10/25/16	10/31/16	CBS Evening News CBS Evening News	CM	630p-7p	11122--	:30	7	\$1,000.00	P2	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11122--		7			\$1,000.00			0.00			
E 16	WLNS	10/25/16	10/31/16	M-F 7-730p M-F 7-730p	CM	7p-730p	MTWTF--	:30	2	\$350.00	P2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WLNS Lansing

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WLNS	10/25/16	10/31/16	M-F 7-730p M-F 7-730p	CM	7p-730p	MTWTF--	:30	2	\$350.00	P2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		2			\$350.00			0.00			
E 17	WLNS	10/25/16	10/31/16	CBS This Morning CBS This Morning	CM	7a-9a	33333--	:30	15	\$400.00	P1	0.00	NM	15	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	33333--		15			\$400.00			0.00			
E 18	WLNS	10/25/16	10/31/16	M-F 730-8p M-F 730-8p	CM	730p-757p	MTWTF--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		1			\$350.00			0.00			
E 19	WLNS	10/25/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9a-958a	MTWTF--	:30	4	\$250.00	P1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		4			\$250.00			0.00			
E 20	WLNS	10/28/16	10/28/16	Fri Hour 3 BLUE BLOODS	CM	10p-11p	----1--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--		1			\$2,000.00			0.00			
E 21	WLNS	10/28/16	10/28/16	Fri Hour 1 AMAZING RACE	CM	757p-9p	----1--	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--		1			\$1,500.00			0.00			
E 22	WLNS	10/29/16	10/29/16	LN Sa 6 News at 11 Saturday	CM	11p-1135p	-----1-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-		1			\$800.00			0.00			
E 23	WLNS	10/29/16	10/29/16	6 News at 8a Sat 6 News at 8a Sat	CM	8a-9a	-----1-	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-		1			\$150.00			0.00			
E 24	WLNS	10/29/16	10/29/16	CBS This Morning Sa CBS This Morning Sa	CM	9a-11a	-----1-	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-		1			\$300.00			0.00			
E 25	WLNS	10/30/16	10/30/16	Sun Hour 4 CSI CYBER	CM	10p-11p	-----1	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$1,500.00			0.00			
E 26	WLNS	10/30/16	10/30/16	Face the Nation Face the Nation	CM	Face the Nation	-----1	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$400.00			0.00			
E 27	WLNS	10/30/16	10/30/16	LN Su 6 News at 11 Sunday	CM	11p-1135p	-----1	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$900.00			0.00			
E 28	WLNS	10/30/16	10/30/16	6 News at 6 Sunday 6 News at 6 Sunday	CM	6p-630p	-----1	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$900.00			0.00			
E 29	WLNS	10/30/16	10/30/16	Sun Hour 1 60 MINUTES	CM	658p-8p	-----1	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$3,000.00			0.00			
E 30	WLNS	10/30/16	10/30/16	6 News at 8a Sun 6 News at 8a Sun	CM	8a-9a	-----1	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WLNS Lansing

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E 30	WLNS	10/30/16	10/30/16	6 News at 8a Sun 6 News at 8a Sun	CM	8a-9a	-----1	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1		1			\$200.00			0.00			
E 31	WLNS	10/30/16	10/30/16	Sun Hour 2 MADAM SECRETARY	CM	8p-9p	-----1	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1		1			\$2,500.00			0.00			
E 32	WLNS	10/30/16	10/30/16	CBS Sunday Morning CBS Sunday Morning	CM	CBS Sunday Morn	-----1	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1		1			\$800.00			0.00			
E 33	WLNS	10/30/16	10/30/16	Sun Hour 3 GOOD WIFE	CM	9p-10p	-----1	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1		1			\$2,000.00			0.00			
E 34	WLNS	10/25/16	10/25/16	Tue Hour 1 NCIS	CM	757p-9p	-1-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1			\$2,500.00			0.00			
E 35	WLNS	10/26/16	10/26/16	Wed Hour 1 SURVIVOR	CM	757p-9p	--1----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	--1----		1			\$2,000.00			0.00			
													Totals	117	\$68,650.00